

Chief Editor  
Rohan Bhasin  
rohan.bhasin@akross-synthetics.com

Technical Advisor  
Harish Agrawal  
kcplha@gmail.com

Executive Editor  
Jagdeep Singh  
e.sec@ipcaonline.com  
M: + 91 9873354315

For queries or feedback write to :

IPCA Journal Editor  
C/o Akross Synthetics P. Ltd.  
Plant: P-4/1, Site-B, Surajpur  
Industrial Area, Greater Noida-201306  
Email: secretary@ipcaonline.com  
M: + 91 9810508303



Indian  
Paint &  
Coating  
Association

July, 2016



### From the President's Desk

IPCA Juggernaut is Moving

The last few months have all been about raising the standards of our own excellence, going beyond just being relevant and boring and leading the motivated team to become foresighted and relentless. We have had a series of innovative ideas getting executed and we are constantly reinventing and challenging ourselves.

A lot of personal sacrifices from our team, at the centre and perhaps more so in our dynamic regions has resulted in a new, fresh, aspirational and a go-getter of an organisation. One that won't stop at average success, because now it's driven by passion for the collective glory of our IPCA. Mediocrity is not what this team accepts. They want to create an Impact. And I am proud to lead them into the jungle.

I don't want to list down our achievements and success anecdotes as yet. Its perhaps too early and perhaps the best is yet to come.

I would like to thank our Immediate Past President Mr. Sanjeev Gupta and our Hon. Gen. Secretary Mr. Rohan Bhasin, who is The Editor of IPCA Journal as well, for being at the helms, for execution of every lofty dream we had. Amongst them, the concept of a Mega KSS was a dream shared with a few Junooni guys in Maharashtra. I am afraid that they shall create a new benchmark for what our KSS: Knowledge Sharing Seminars should become. One simply shouldn't miss it!

*Then there is an immaculately designed, bespoke KSS for Western UP Ghaziabad Region. The passion that the young team in Ghaziabad is showing is applaudable. The team has been running around and conceptualising to design the perfect KSS for our members in Western UP. I am sure their efforts shall bring success.*

I hope to see you at our upcoming events.

More when we meet,

Regards,

Jatin Aggarwal



### Chief Editor's Message

Dear Friends,

It is both an honour and pleasure to be the Chief Editor for the IPCA Journal. There has been a change at the helm of affairs wherein our President Mr. Jatin Aggarwal envisions a new legacy for IPCA that will boast of major systematic changes and a flood of activities in the next 2 years. The commendable job by our IPP is being taken forward with further dynamism and vigour with strict timelines and a packed itinerary.

IPCA will strive to do things albeit differently which can be observed with the various communication modules being put in place. IPCA Gleaner being a much awaited communication giving you very relevant and important information in frequent intervals. IPCA A2M communications through E-Media and Social Media have brought about a marked change in the way IPCA Communicates now.

IPCA Journal has always been a very important communication mouthpiece for communication between your association and its members. I as the Editor intend to keep alive the spirit of this Journal and add more pages and content to it in future. I invite quality technical articles for the next issue of the journal when we intend to add more pages.

IPCA Journal provides a golden opportunity to all its members to advertise and promote their products and services. Advertisements are invited for 4 quarterly issues through one year advance payment, on a first cum first serve basis. Should you have any suggestions kindly do share it with us.

Warm Regards & amp; Best Wishes

Rohan Bhasin



Registered Office:  
Indian Paint & Coating Association  
C/o Bansal Trading Company  
605, NDM-1 Netaji Subhash Place, Pitampura, New Delhi 110034 India  
Registered under Companies Act | CIN Number: U74999DL2003NPL121868

Website: www.ipcaonline.com  
Email: info@ipcaonline.com

Contact IPCA Secretariat  
M: + 91 9873354315



IPCA, Annual General Meeting 9th January 2016, New Delhi



NEW IPCA CENTRAL BODY 2016-18

The AGM of IPCA Centre was held on the 9<sup>th</sup> of January at The Russian Culture Centre, New Delhi. This biennial event marks the review of the completed two years, election of the new teams and as a platform for sharing the vision of the new President.

The process was overseen by the President- **Mr. Sanjeev Gupta**, Vice President- **Mr. Jatin Aggarwal**, Hon. General Secretary- **Mr. Ashwani Mehra**, and Hon. Finance Secretary **Mr. Sagar Goel**. Over 135 members of IPCA attended the event.

The auspicious event started with the lighting of the lamp. The dignitaries did the honours. Hon.

Finance Secretary **Mr. Sagar Goel** read out the financial report for the year. The Executive Secretary of IPCA Ms. Ekta Dhingra gave a presentation on the events and achievements in the past two years under the tenure of **Mr. Sanjeev Gupta** and his team.

**Mr. Dilip Raghavan, Editor-Publisher of Paint India** delivered the keynote address. He has been associated with IPCA since its inception 12 years ago and has been a part of many delegations abroad and IPCA's Biennials. He spoke about his association with IPCA and appreciating the past activities of the association. He focused on need

of expanding the geographical area of IPCA. It was indeed a thought provoking speech.

**Mr. Sanjeev Gupta** in his farewell speech spoke about his presidential journey of 2 years and promised his continued association with IPCA. An impromptu speech highlighting the long journey and contributions of Mr. Sanjeev Gupta to the Association was given by **Mr. Jatin Aggarwal**. He appreciated that Mr. Sanjeev Gupta's contribution is way beyond his presidential years, and begun right from inception when the association was young. He gave Mr. Gupta a token of appreciation amongst a loud applaud.

Being one of the last ceremonies, the outgoing President gave awards to regions that has done appreciable work during his tenure. The awardees were: Mr. Pradeep Jain : Maximum Number of New Members, Mr. Rakesh Khandelwal: Maximum Number of New Members, Regional Chairman – Agra Chairman: 100% Dues Collection, Telangana & Andhra Pradesh Region: Percentage New Members made in Region, Ludhiana KSS (2014): Best Event (Assessment of President)

IPCA CENTRAL COMMITTEE 2016-2018					
TITLE	FIRST NAME	LAST NAME	POST	COMPANY NAME	MOBILE NO +91
Mr.	Jatin	Aggarwal	President	BANSAL TRADING COMPANY	9810011947
Mr.	Ashwani	Mehra	Vice President	SUNLAC PAINTS LIMITED	9810067547
Mr.	Sagar	Goel	Vice President	AUREOLE RUBBERS PVT. LTD	9810016636
Mr.	Rohan	Bhasin	Hon. Gen. Secretary	AKROSS SYNTHETICS PVT. LTD	9810508303
Mr.	Anirudh	Karwa	Hon. Finance Secretary	VICTOR AGENCIES- VICTOR PAINTS	9810058652

IPCA CENTRAL COMMITTEE 2016-2018					
Mr.	Girish	Jain	Chairman Membership Drive	COLORRTEX POLYMERS	9811083964
Mr.	Deep	Batra	Chairman Projects	POWERTEX COATINGS	9811996599
Mr.	Hariom	Singhal	Executive member	HARI INDUSTRIES	9873293444
Mr.	Surinder	Duggal	Executive member	BHARAT SOLVENTS & CHEMICAL CORP	9811014800
Mr.	Yash	Jain	Executive member	SHRI METAL CONTANERS	9810006006
Mr.	Vijay	Bansal	Executive member	SUPERLAC PAINTS PVT. LTD	9811114233
Mr.	Rakesh	Narula	Executive member	RAKESH & COMPANY	9810031377
Mr.	Tarun	Aggarwal	Executive member	TARUN PAINTS PVT LTD	9711110484
Mr.	Prashant	Karwa	Executive member	VICTOR AGENCIES	9810858652
Mr.	Ashish	Aggarwal	Executive member	ASHISH POLYMERS	9350002765
Mr.	Tarun	Mittal	Executive member	USHA PAINT INDUSTRIES	9412258582



Hon. Finance Secretary  
Mr. Sagar Goel  
Presenting Accounts



Keynote Speaker  
Mr. Dilip Raghavan  
giving his speech



Quality is never  
an accident...

Quality is the result of  
intelligent effort...



Pure Acrylic Emulsions  
Styrene Acrylic Emulsions  
Dispersants additive  
Rheology Modifiers  
Opaque Pigments  
Construction Chemicals  
In can preservative & Dry film  
HEC



Soda Ash  
Glycerine



Bayferrox Iron Oxide  
Pigments



Stearic Acid  
Glycerine CP/IP  
Soap Noodles  
Oleic Acid  
Soya fatty Acid  
C - 1618 fatty Acid



Phthalic Anhydride



**ANNU MICRO FILLERS**

Micronised Extenders for  
Waterbase Paints  
Calcite, Dolomite



Pentaerythritol  
2- Ethylhexanoic Acid  
Neopentyl Glycol  
NX-795 (Coalescing Agent)  
Propionic Acid  
Purified ISO Phthalic Acid  
Trimethylolpropane



The Chemical Company

PU Solutions for Footwear

**Other Products We Offer:**

Benzioc Acid  
Sodium Benzoate  
DEG, MEG  
Paraformaldehyde

**Authorised Distributor & Consignment Stocklist:**

**Annu Bros. Pvt. Ltd.**  
**Aureole Rubbers Pvt. Ltd.**

Corporate Office.:  
C- 582, IInd Floor, Saraswati Vihar,  
Pitampura, New Delhi - 110 034

Phone : +91-11-45514444, 27029931-32  
Fax : +91-11-27024526

E-mail : info@annuchem.com  
Website : www.annuchem.com

BRANCHES: DELHI, HARYANA, UP



**Mr. Vinod Karwa Chief Election Officer announcing the new teams**



**IPCA President Mr. Jatin Aggarwal giving his presentation**



**Mr. Thimma Reddy and Mr. MVN Rao getting award from Mr. Sanjeev Gupta**



**Mr. Tarun Mittal Getting Award From Mr. Sanjeev Gupta**



**Lighting Of The Auspicious Lamp**



**Mrs And Mr. Sanjeev Gupta Getting Award From Mr. Jatin Aggarwal**



**Mr. Rakesh Khandelwal Getting Award From Mr. Sanjeev Gupta**



**Mr. Pradeep Jain Getting Award From Mr. Sanjeev Gupta**

Mr. Vinod Karwa, the Chief Election Officer and Patron then commenced the official proceedings of the day. He along with the president Mr. Sanjeev Gupta announced the members of new body. The newly appointed members were felicitated, and duly honoured by putting the coveted IPCA Lapel Pin.

The new team of IPCA 2016-2018 was announced with a continuous applause from the audience.

Mr. Jatin Aggarwal, President IPCA 2016-2018 took centre stage and presented an impressive, inspiring presentation on “What can we do

for IPCA as a Team- What IPCA needs from us?” He shared the current challenges and opportunities that IPCA should be prepared for. He was emphatic about giving strength and powers to the regions and to make changes in the systems that are a hallmark of respected association like IPCA. He emphasised on the long standing principals of IPCA: Stewardship, Subsidiarity, Sustainability and Synergy. Reflecting on the activities and follow up event list for the upcoming years, he focused on the sustainability in the graph of

success. He gave a comprehensive plan of events out of which already finishing touches were being given to 3 events. He was pleased to announce the focus of regional projects and on Membership Drive. He informed the audience that IPCA had crossed 1000 Members on that very day.

Ms. Bindu Maira, Life Coach & Healer at SoulCentric enlightened the audience by her talk on integrating Science and Spirituality. She explained importance of meditation and involved a 12 min meditation session for the audience that was really calm and

peaceful. She gave instances and scientific proofs that linked Science and Spirituality. The talk ended with interactive Q&As. The Members of the Apex, Central and Regional Committees then gathered together for a group photo session.



**Ms. Bindu Maira, Life Coach & Healer**



### IPCA Central Body Meeting 2016 AGM, 10<sup>th</sup> FEBRUARY 2016

The members then adjourned for an entertaining night of live music, drinks and dinner. The next morning it was time to get back to work. IPCA organises a unique “Schooling and Training” Class clubbed with a Central Body Meeting. This schooling helps the newly appointed leaders in following guidelines and procedures for smooth functioning of the association. The CBM finalises the programs and events. It was a very interactive meeting and was followed by lunch.



[www.anuradha.co.in](http://www.anuradha.co.in)

*Soaring Higher*



*Serving the Surface Coating Industry*

**We Represent**

Arkema Chemicals India Pvt. Ltd. | Alpha Chemie | Anupam Colours Pvt. Ltd.  
Anuvi Chemicals Ltd. | Bentec Organoclay Pvt. Ltd. | Fine Organic Industries Pvt. Ltd.  
Full Moon Industrial Ceramics Pvt. Ltd. | Ruchi Soya Industries Ltd. | Powertek Coatings

**Anuradha Enterprises Pvt. Ltd.**

794, Joshi Path, Karol Bagh, New Delhi - 110005 (INDIA)

Tel : +91 11 450 70101 / 415 45575

e-mail : [sales@anuradha.co.in](mailto:sales@anuradha.co.in)

**TRUST • QUALITY • SERVICE • INTEGRITY**



Indian  
Paint &  
Coating  
Association

## UP COMING EVENTS OF IPCA



“  
DECORATIVE PAINTS  
&  
WOOD COATINGS  
”

## Save the Date!

We are pleased to inform you that  
IPCA Western U.P. Ghaziabad Region is  
organising a **Knowledge Sharing  
Seminar: KSS** at Delhi NCR Ghaziabad

on **30th of July, 2016**  
at Hotel Radisson Blu, Ghaziabad

We look forward to seeing you there!

"Knowledge is most useful when liberated and shared"

# SAVE the DATE

16

FRIDAY

2016

SEPTEMBER

## KNOWLEDGE SHARING SEMINAR

ENDURING RELATIONSHIPS



Indian  
Paint &  
Coating  
Association



Hotel Kohinoor Continental  
Andheri Kurla Road, Chakala, Andheri East, Mumbai 400059.

IPCA (Maharashtra Region) C/o R. Nagardas & Co.  
179, Samuel Street, Masjid Bunder, Mumbai - 400009  
Email : maharashtra@ipcaonline.com

**With Best Compliments from:-**

**IDEAL CHEMI PLAST**

**PRIVATE LIMITED**



**Manufacturer of**  
Polyesters, Acrylics,  
Alkyds, Amino &  
Specialized Epoxy resins  
for Automotive(OE & Refinish),  
Can & Coil, Industrial &  
Wood coatings

**Contact Address**

Plot-A-2, M.I.D.C. Badlapur  
Badlapur (East) Pin-421503, Maharashtra, India  
Tel No-0251-2690469

E Mail ID [vvp@idealchemiplast.net](mailto:vvp@idealchemiplast.net), [raokr@idealchemiplast.net](mailto:raokr@idealchemiplast.net)

**Bansal Trading Company.**

605, NDM-1 Netaji Subhash Place, Pitampura, New Delhi 110034  
M: +91 9810011947 | Tele: +91 11 4508 6666 |  
email: [jatin@bansaltrading.com](mailto:jatin@bansaltrading.com)



## Indian Paint and Coating Association Maharashtra Region AGM



Mr. Jaydeep Nagrecha (Chairman)  
addressing the audience



Mr. Jatin Aggarwal President  
IPCA giving his speech and presentation



Mr. Samish Dalal, marketing  
expert giving his address

Indian Paint and Coating Association Maharashtra Region held its AGM on 21st Jan 2016, at Hotel Sai Palace. The event was held alongside PAINTINDIA`2016 the Biennial Coating show for the industry to which IPCA brings in the largest delegation. The AGM saw an attendance of more than 275 delegates from various spheres of the coating industry. The evening unfolded with a warm welcome by the Master of Ceremony, followed by the National Anthem. IPCA President Mr. Jatin Aggarwal, the central office bearers and a few dignitaries set the proceedings of the evening rolling by lighting the lamp to seek blessings of Lord Ganesha.

The President, IPCA, Mr. Jatin Aggarwal, started his presentation with a brief introduction of IPCA and its activities. He presented a glimpse about the past activities and the future vision of his team for IPCA for 2016-2018 and beyond. He stressed upon the unique tenets of Stewardship, Subsidiarity, Sustainability and Synergy in operations that have become a hallmark of IPCA. IPCA has planned events throughout the country spread in the next two years. He was emphatic about inclusion and independence of regions in organising events and regular meetings along with the upcoming Knowledge Sharing Seminars (KSS) at IICT, Hyderabad, Ghaziabad and Agra. Besides

taking huge delegations to China Coat 2016 and 2017, plans are being drawn to take a delegation to the Coating Expo Vietnam in 2016. After the presentation of the President of IPCA Mr. Jatin Aggarwal, Mr. Sanjeev Gupta the Immediate Past President announced the new vibrant team for IPCA Maharashtra lead by Mr. Jaydeep Nagrecha (Chairman) Mr. S. Mahadevan (Vice Chairman), Mr. Jesal Parekh (General Secretary) and Mr. Manish Nagrecha (Finance Secretary). Executive members of team are Mr. Amit Parikh, Mr. Jayesh Parekh, Mr. Ketan Kapadia, Mr. Neerav Shah, Mr. Rajiv Parekh and Mr. Shekhar Dawra. Details are appended below:



Mr. Amit Parikh welcoming  
Mr. Jatin Aggarwal President IPCA



Mr. S. Mahadevan the moderator  
and MOC of the event

MAHARASHTRA REGION				
TITLE	FIRST NAME	LAST NAME	POST	COMPANY NAME
Mr.	Jaydeep	Nagrecha	Chairman	CALTON PAINT PVT. LTD
Mr.	S.	Mahadevan	Vice Chairman	METCON COATING PVT LTD
Mr.	Jesal	Parekh	Gen. Secretary	R. NAGARDAS & CO.
Mr.	Manish	Nagrecha	Finance Secretary	KARTIK PAINT INDUSTRIES
EXECUTIVE MEMBERS				
Mr.	Amit	Parikh	Executive member	ADVANCE PAINTS PVT. LTD
Mr.	Jayesh	Parikh	Executive member	HINDUSTAN COLOURS AND CHEMICAL INDS.
Mr.	Ketan	Kapadia	Executive member	KAPADIA INDUSTRIES
Mr.	Neerav	Shah	Executive member	BEETA PAINT INDUSTRIES
Mr.	Rajiv	Parekh	Executive member	GODAVARI PAINTS PVT LTD
Mr.	Shekher	Dwara	Executive member	ESDEE PAINTS LTD





Mr. Jaydeep Nagrecha, Chairman of Maharashtra gave a presentation on the vision of Team Maharashtra for the period 2016-2018. Some important points are as follows:

1. The Chairman announced the Budget Meet at 6.00 pm on Saturday, 5<sup>th</sup> March 2016 at Matunga Gujarati Club, Matunga. Mr. S. B. Gabhwala (GST and Indirect Taxes) and Mr. Sunil Kapadia from Ernst & Young (Direct Taxes) will present their views on implications of the Union Budget.
2. Membership drive will be undertaken with renewed vigour. The team will try to personally approach all the members of the Maharashtra Region and address their requirements in the least time.
3. He also assured that the committee will introduce new and better events that will benefit the members.
4. K.S.S. (Knowledge Sharing Seminars) will be held in Mumbai and Pune in 2016 and 2017 respectively.

The highlight of the evening was an engrossing and entertaining lecture by Prof. Samish Dalal, Marketing and Management expert. The topic was "From Today to Tomorrow – Learning the New Rules of the Game of Business" His oratory skills had captivated the entire crowd. The session was enthralling and lively as all the members present could correlate the same with their day to day experiences. He rightly received a standing ovation with people wanting for more.

The evening ended with a sumptuous dinner with members bonding over cocktails.

- 1: The newly elected IPMA Maharashtra Region Office Bearers.
- 2: A panoramic view of the audience.
- 3: Management Expert Mr. Samish Dalal giving his motivational lecture.
- 4: The vast enthralled coating fraternity enjoying the interactive presentation.
- 5: Delegates bonding with each other.
- 6: IPMA Maharashtra Chairman sharing a light hearted moment with IPMA President.



# IPCA KNOWLEDGE SHARING SEMINAR IN PARTNERSHIP WITH CSIR- IICT

27th February 2016,

at CSIR INDIAN INSTITUTE OF CHEMICAL TECHNOLOGY (IICT), TARNAKA, HYDERABAD

A report by Mr. M. V. N. Rao, Secretary, IPCA Telangana-AP Region

Indian Paint and Coating Association, IPCA in partnership with CSIR-IICT, organised a Knowledge Sharing Seminar - Technical Seminar, at the IICT auditorium in Hyderabad, on Saturday, the 27th Feb 2016.

Indian Paint and Coating Association, IPCA in partnership with CSIR-IICT, organized a Technical Seminar, at the IICT auditorium in Hyderabad, on Saturday, the 27th Feb 2016. 'KSS' stands for 'Knowledge Sharing Seminars'. The Focus of the meet was on "Water Borne Coatings" and the KSS event was named as 'Organic Coating Technology – a Touch Up'. The event attracted about 80 delegates, from the Institute, the Industry, Government department,

the press etc. The programme opened with the inaugural ceremony, welcoming the dignitaries to the dais and felicitating them. This was followed by the Welcome address by the convenor of the seminar. Mr. M.V.N. Rao. Mr. Rao spoke about IPCA, their activities and the steep progress they made in a short span after their formation. He emphasized on the fact that such technical seminars, that too in collaboration with the renowned institution like CSIR-IICT are very

rare, and the members should participate fully and take maximum advantage. Mr. Jatin Aggarwal, the President IPCA, then spoke about the long distance they have covered in a short span of time. He emphasized on the important role of R&D even in SME's, with a scope beyond mere cost reduction. He said that profits should be a by-product in the business and the introduction of products in Product Life Cycle is linked with the Law of Diffusion of Innovation. In order to introduce

new products MSMEs should work closely with renowned institutes like CSIR-IICT and commercialise innovative products. He used the metaphor that the path to the blessings of Goddess of Wealth, Ma Lakshmi is through the devotion and blessings of Goddess Ma Saraswathi. Akin to the industry seeking success through close partnership with the academia. He also insisted that all should fully participate and derive the maximum advantage from many future programs of IPCA.



IPCA President Mr. Jatin Aggarwal giving his speech



IPCA IPP Sanjeev Gupta greeting Mr. MVN Rao



IPCA President Mr. Jatin Aggarwal along with IPCA Telangana-AP Chairman Mr. C. Raja Thimma Reddy



IPCA KSS Delegates group photograph



Mr. MVN Rao, Secretary IPCA Telangana-AP Region



IPCA Telangana-AP Team along with IPCA centre



Dr. S. Chandrasekhar, the Director of IICT delivered his key note address.

He said that such interactions between the industry and IICT should become a routine affair for a general growth. According to him, Technology Transfer is the order of the day, and such collaboration

between the Industry and Institutions have brought about startling results. In brief he mentioned as how IICT in particular will be beneficial to our coating industries.

Government of Telangana have recently come out with their Industrial policy for the 2015-2020,

where there are lot of talks for the promotion of SMEs. The seminar being focused on Water Borne Coatings, the organizers of the event had invited Mr. V. Sudhakar, who has been the Chairman of the Builders Association of India-Hyderabad Chapter, and has been closely associated with the

Telangana Government.

In his lecture he spoke about the tremendous scope available for the SME, from the field of Oil and Water Based Paints, for the Government projects. The participant heard him with great attention and interacted to learn about the procedure for registration.



Dr.S.Rama Mohan



Dr.S.Chandrasekhar



V.Sudhakar

### AGM of Telangana-AP Region:

IPCATelangana-AP Region elected the following team for the term 2016-2018

1.Mr. C. Raja Thimma Reddy	Chairman	M/s Icon Paints Pvt. Ltd.
2.Mr. Deepak Shah	Vice-Chairman	M/s Deepak Paints
3.Mr. M.V.N. Rao	Secretary	M/s Acepol Chemicals
<b>Executive Committee Members</b>		
1.Mr. Bhupender Shah	M/s Navnit Oil Industries	
2.Mr. N. Ashok Kumar	M/s Seico Paints	
3.Mr. K. Sundera Rajan	M/s Sree Maruthi Associates	
4.Mr. Rakesh	M/s Retina Paints Pvt. Ltd.	

The Organisers were very considerate, and kept in view the general interest of all the SMEs and had invited Mr. D. Chandra Shekhar, the Director of MSME. It is a common belief that the Government either at centre or at the State Level have numerous schemes announced from time to time for the promotion of industries, specially the small and medium scale, but seldom there is any knowledge about such schemes, leave aside making use of them. The IPCA team very rightly found it appropriate for the common benefit of all the participants to invite Mr. D. Chandra Shekhar, who spoke at large about the various schemes in force. He spoke about formation of cluster, incentives on Investment, Taxes, Bank Interest, Power. He also mentioned special subsidy for manufacturing some notified products and subsidy available on foreign travels for business promotion.

The technical session then began and it was opened by a presentation by Mr. Devendra Sharma, DGM Technical R&D, and Mr. Jai Vyasa, DGM, Technical Coatings, of M/s Rank Additives Pvt. Ltd. Their lecture covered additives for Wetting and Dispersion, to prevent Settling, Floating, Flooding, to enhance Flow, surface Hardness, Adhesion etc, for Solvent and Water Based Paints. The participants heard the presentation with great intent, interacted with the speakers, shared their problem for suitable solution.

This was followed by a series of lectures by IICT, Hyderabad faculty members.

Dr. S. Rama Mohan, Principal Scientist, from the Technology Transfer Division of IICT.

Dr. S. Rama Mohan explained the various projects on which IICT have worked for the commercialisation and their success. The main aim of IPCA arranging this seminar was also for the Industry to come close to IICT, and learn about the

various fields where this Institution specialises and look into the possibility of getting such projects for business. Dr. S. Rama Mohan's lecture was also centred towards this and made the participants realize the existence of the road unravelled by them.

Dr. T. Shekharam, the Head Polymers and Functional Materials division made a wonderful presentation on the activities of IICT and the various accomplishments of this Division. It was in fact astonishing to hear, how they contemplate a completely new molecule, work on it tirelessly, modify it again and again to be finally make it useful for our application, and finally take it up for commercialisation.

The title selected by Dr. Ramanuj Narayan, was the theme of the seminar itself, 'Organic Coating technology- A Touch Up'. Dr. Ramanuj Narayan is the Principal Scientist in the 'Polymer and Functional Materials Division' In his presentation Dr. Ramanuj covered many Resins and Polymers. He spoke about how the existing coating compositions can be improved and modified to have a very low molecular weight, to formulate an almost solvent less composition. As the legislation is gradually tightening the clamp, he presented his work on many such products.

Both Dr. Shekharam and Dr. Ramanuj were highly appreciative and grateful of Dr. K.V.S.N. Raju, who recently retired as the head of Polymers and functional Materials division and mentioned the progress made by their department during his time.

The technical session came to end with his presentation.

The IPCA team from the Centre, welcomed and honoured the newly elected team of IPCA Telangana- Andhra Pradesh Region, headed by Mr. C. Raja Thimma Reddy, who then proposed the vote of thanks, followed by Dinner.



**Mr. D. Chandra Shekhar,**  
The Director of MSME



**Dr. T. Shekharam**



**Dr. Ramanuj Narayan**



**A deeply engrossed audience mesmerized by the Technical Presentation**



**RANK TEAM**

## IPCA MAHARASHTRA BUDGET MEET



**Mr. Jaydeep Nagrecha, Chairman,  
IPCA Maharashtra Region**



**Mr. Jatin Aggarwal  
President IPCA**



**Mr. Neerav Shah,  
Convener giving his speech**

Indian Economy is one of the fastest growing economies in the World. Perhaps, it still has a long way to go to reach its potential. The Indian Union Budget for the year 2016-17 was presented by Finance Minister Mr. Arun Jaitley, on 29<sup>th</sup> February`2016. To understand better the finer points and implications of certain new amendments it is imperative that we take into account the views of professional finance persons.

Indian Paint and Coating Association, Maharashtra Region held its Budget Seminar on 05<sup>th</sup> March 2016, at Matunga Gujarati Club, Mumbai. This event was jointly hosted with the Indian Resins Manufacturers Association. The Seminar saw an attendance of more than 125 delegates from various spheres of the coating industry.

The seminar commenced with the Convener, Mr. Neerav Shah welcoming all the delegates. Mr. Jaydeep Nagrecha, Chairman, Maharashtra Region, IPCA President Mr. Jatin Aggarwal and Mr. Bhupendra Sakaria, President IRMA said a few words on the current financial and market situations.

The lectures and presentations were focused on financial aspects. The main lectures were related to direct and indirect taxes and were given by experts in their fields. It was heartening to see a very interactive seminar and many questions being asked by the knowledgeable audience from the learned speakers. Needless to say, it added to the knowledge of everyone. IPCA believes in: "Knowledge is most useful when liberated and shared". The KSS: "Knowledge Sharing Seminars" are aimed at facilitating such disbursement of knowledge at a reasonable cost to our members and fraternity.

Mr. Nimesh Vora, a Director with Ernst & Young gave his views on the implications of the budget for direct taxes.

According to him the following were the highlights of the budget.

a. Focus on Agriculture and farmers welfare.

- b. Emphasis on Rural employment and infrastructure.
- c. To cover everybody under welfare and health services.
- d. Make India a Knowledge based and productive society.
- e. Enhance efficiency and quality of life by infrastructure and investments.
- f. To bring transparency and stability.
- g. Governance and ease of doing business.
- h. Prudent management of Government finances and delivery of benefits to the needy.
- i. Reduce compliance burden with faith in citizenry.

There was no major change in the direct tax rate but the government has introduced some schemes which will benefit small businesses and also new entrants in the industrial sectors. The benefits may seem very small in percentages but their implications are very positive.

The most negative act was introduction of tax on withdrawal of EPF. But fortunately there are very strong indications that it will be withdrawn and modified. According to him the budget was very progressive. If the government is able to do most of the things in their agenda then it will be great for the future.

An important explanation that perhaps is an attractive incentive for us is the incentive deduction under section 80JJAA which has now been opened to all establishments covered under section 44AB. We can employ more people and take tax benefits from it. It shall make a shift from contractual labour to permanent one.

The second lecture was by Mr. Sunil Gabhawalla, a renowned expert on indirect taxes. He is also a leading authority on GST. His presentation was on Service Tax, Cenvat, Sectoral Impact, Excise Duty, Sales Tax and GST.



**Mr. Nimesh Vora, Director with Ernst &  
Young sharing views on direct taxes**



**Mr. Sunil Gabhawalla,  
A renowned expert on indirect taxes**



## IPCA MAHARASHTRA BUDGET MEET

### He shared the “Nine Pillars” of Tax Proposals:

- Relief to small tax payers.
- Measures to boost growth and employment generation.
- Incentivising domestic value addition to help Make in India.
- Measures for moving towards a pensioned society.
- Measures for promoting affordable housing.
- Additional resource mobilisation for agriculture, rural economy and clean environment.
- Reducing litigation and providing certainty in taxation.
- Simplification and rationalisation of taxation.
- Use of Technology for creating accountability



In Service Tax, Govt., has introduced 0.5% Krishi Kalyan Cess (KKC) so effective service tax applicable on all the services will now come to 15%. This is effective from 1<sup>st</sup> June 2016. Also surprisingly for KKC credit is available but for Swacch Bharat Tax (SBC) credit is not available.

For Cenvat there are no changes in the rates but some procedural reliefs are provided. Capital goods of upto Rs: 10000.00 per piece are considered as inputs and capital goods need to be used within 2 years from date of installation.

Central Excise Duty rates remain the same but Revised Return Facility introduced. Excise invoices (Transporters Copy) can be digitally signed.

Sales Tax was not touched as GST is surely on the way.

For GST there are still many steps to go before the final implementation but most of the infrastructure is ready. System development contract has been awarded to Infosys. The draft GST law is available on public domain. He stressed on the fact that the GST is not going to as simple as we are expecting. It will be quite complicated and also the statutory and compliance requirements are going to high and time bound. But the end result will be highly beneficial for the Indian economy and industry.

Mr. Gabhawala was also very positive on the intentions of the government. He stresses that even though this budget was not game changing but it was a huge step in the right direction.

Both the lectures were highly interactive and the delegates had a lot of specific questions. The experts were keen to share their knowledge and the delegates milked a lot of information.

After Mr. Siddharth Shah, Secretary of IRMA gave Vote of Thanks, the discussions continued over dinner.

We are pleased to inform you that we are perhaps the first association to commence live broadcast of our K.S.S. Seminars. We now have a dedicated youtube channel that shall be used for live seminar feeds, webinars and as our channel for IPCA K.S.S. Seminars.

For the presentations during budget seminar visit: <https://www.youtube.com/channel/UCT-v2wha43vbqzFwBsPC79w> (or search Indian Paint and Coating Association in YOUTUBE).

### Connect with us!





As a CSR Activity few Central Body Members took a trip to Vrindavan to serve the needy widows. A self financed voluntary activity done by these members was undertaken to provide food, clothing, slippers, money and soaps to the 100 widows.



Eastern UP Agra Region **HOLI** Celebrations

Our Senior Leaders at Agra Region have always given Holi Celebrations a special place in their hearts, and every year celebrations take place with lot of joy and verve in the iconic city of Taj Mahal. The enthusiasm of the members and their families reaches its peak and matches with the nature which is in full bounty at the time of Holi.

It is this camaraderie, love, joy and brotherhood that exemplifies the love in our regions. God Bless you all!



Stall of IPCA during PaintIndia 2016



Very Active stall during PaintIndia



Members and Visitors interacting during PaintIndia at IPCA Stall.



## Madhya Pradesh and Chhattisgarh Region Technical Workshop

Indian Paint & Coating Association's Madhya Pradesh and Chhattisgarh Region held a focused Technical Workshop at Indore on 30th of April, 2016 at Hotel Fortune Landmark, Indore. The event was organized by the Madhya Pradesh & Chhattisgarh Region by its Chairman, Mr. Sanjay Gupta of M/s. Yohana Paints and Past Chairman and Platinum Sponsor of the event, Mr. Gyanesh Gangwar of M/s. J. J. Associates. The event was attended by 75 Paint Companies.

The program started with Mr. Sanjeev Gupta, Immediate Past President & Patron of IPCA inviting the team from Solvay along with Past Chairman, Mr. Gyanesh Gangwar who was also main Sponsor of the Event through his company M/s. J. J. Associates along with Mr. Jatin Aggarwal, President IPCA, Mr. Sanjay Gupta, Chairman, IPCA MP & CG Region and Mr. Harish Agarwal, Past President & Patron, IPCA. After lighting of the lamp, Mr. Jatin Aggarwal gave his address to the audience and informed the members of MP&CG Region that IPCA was committed to bring quality speakers to MP&CG Region and there shall be another Seminar planned very soon in MP&CG Region and most likely, it shall be clubbed with MP&CG Region AGM.

Presentations were made by M/s. Solvay and M/s. Sun Shield Chemicals Ltd. Solvay through its Marketing Manager – Coating Mr. Kedarnath Tripathy and Mr. Pankesh Thorat, Technical Specialist - Coatings, introduced its vast product range for paints & coatings including their specialised and popular raw materials for making emulsions and specialty universal colorants. Mr. Tripathy went into details of the current expertise of Solvay through their various plants in India and explained each product line and its benefits and use in coatings. It was a very interactive session since he shared a lot of formulations and explained in detail the benefits of using products such as Freeze Thaw Additives like Rhodoline FT-100 that ensure the stability of the latex in weather wherein there are extremes of low temperatures. Small addition of Freeze Thaw Additives goes a long way in improving the gloss and stability of water based paint. He introduced open time additives that extend the open time i.e. the interval that paint remains wet and workable before it begins to set. Such an additive also reduces brush clogging and keeps

the brush soft after painting. At the end, he introduced the vast range of Defoamers used in water based paints and introduced the range of Wetting Agents and Coalescing Agents and APEO free Ethoxylates. There were lot of questions from the audience relating to additives for making universal colorants that can be used both in water based and Alkyds systems. The session was chaired by Mr. Harish Agrawal, Past President & Patron of Indian Paint & Coating Association.

It was followed by a speech by Mr. Harish Agrawal who through his technical expertise on the subject explained the importance of various additives and emphasized the importance of the presentations given by the two Presenters for the day. Mr. Sanjeev Gupta and Mr. Gyanesh Gangwar shared their thoughts on the importance of that extra small percentage of additives or efforts, that make a vast difference in the result of a quality perception of the company or a product line.

The Chair acknowledged and thanked for the efforts made by the members of MP&CG Region including Mr. Gyanesh Gangwar and Mr. Sanjay Gupta for organizing the event.

The program concluded with a very lively and entertaining musical performance by Mr. Prince and his group. It was heartening to see a lot of members volunteer to sing songs and entertain the audience in their beautiful and melodious voices. Mr. Satish Goyal and Mr. Santosh S. Wagle our surprise singers for the day along with many other members entertained the audience and involved everybody in the beautiful musical program. The program ended with Mr. Sanjay Gupta presenting a Token of Thanks to the Dignitaries from IPCA and from Solvay and appreciated Mr. Gyanesh Gangwar of M/s. J. J. Associates for their sponsorship followed by Drinks & Dinner.



Lighting of the Lamp by Mr. Harish Agrawal



Dignitaries on the Dais



Marketing Manager Solvay, Coating Mr. Kedarnath Tripathy giving his presentation



Mr. Pankesh Thorat, Technical Specialist - Coatings Solvay giving his presentation



View of the Audience





## Synergy of A2M Communications



“Smart Bombs, Smart Cities, Smartphones, Smart Citizens and now Smart Associations.” Apart from assimilating in largest numbers on **LinkedIn**, getting viral **Facebook** hits, a young **Youtube** page and a dynamic website, we have not yet summited the everest to put and rest our waving flag in the field of **A2M (Association to Member Communications)**. **IPCA E-Mailers** are sent almost every fortnight now sharing updates with members. A new email communication initiative is **IPCA Gleaner** that delivers relevant information to the inbox of our members that relates to legal, taxation and general industry updates. **Gleaner**: Someone who gathers something in small pieces (e.g. information) slowly and carefully. **IPCA Journals** will soon get a digital makeover and perhaps we will step into **Webinars**. There is a lot to accomplish to be relevant and to drop right into the hands of our members, at their own will and convenience. For this Association to Member communications and interactions have to rejuvenate with a Synergy of Social Media. **IPCA** Is at the forefront of **A2M** and has the following communications through various Media.

1. **Website at [www.ipcaonline.com](http://www.ipcaonline.com)** The transparent, informative and interactive website of **IPCA** contains past issues of **IPCA Journal**, complete database of **Governing Bodies**, Reports on past events, **Membership data**, details of upcoming events, new membership related information and other association related matters. The website of your Association gives you a unique ability of updating your membership contact details yourself.
2. **IPCA Journal** Indian Paint and Coating Association publishes its Quarterly Journal throughout the year which is very popular amongst our members. The Journal is sent by post, emails and is also available for download on our website. Its a Keeper!
3. **IPCA Gleaner** is an initiative of the **Indian Paint and Coating Association** to deliver relevant information to our members that relates to legal, taxation and general industry updates. **GLEANER**: Someone who gathers something in small pieces (e.g. information) slowly and carefully. **IPCA Gleaner** is sent by emails to all members periodically.
4. **IPCA E-Mailers** keep you abreast of the latest activities of your dynamic and hardworking association. They inform you about the recent activities and flags the upcoming events.
5. **IPCA C2R Communiques** The President has to reach out and interact with his team of stalwarts and leaders to ascertain unidirectional efforts for the service of **IPCA** members and the coating fraternity. **IPCA C2R Communiques** is a private circulation communication between the Centre and the Region - **C2R** that revisits the things to do list and shares strategic information amongst **IPCA** Governing bodies.

## Golden Opportunity for Targeted Advertising

**IPCA** is at the forefront of bringing effective communications (Trough Emler, **IPCA Gleaner**, **IPCA C2R** and **IPCA Journal**) with our dear members and our coating fraternity. It all started with the **IPCA Journal**. The Quarterly Newsletter that updates our members with the latest activities of **IPCA**, upcoming events and reports of the past events of your Association. There are pages dedicated to Technical Aarticle4s from Indian & International experts in the field of coating technology taxation, current affairs and management. The **IPCA Journal** is beautifully designed premium newsletter that is printed on quality paper in 4 color printing. The newsletter is having wide circulation to our 1150+ member and over 1000 more key people and decision makers, technocrats, academia and other members of fraternity. It has excellent readership online as well.

**This medium provides an excellent opportunity for you to reach out to your existing and potential customers with direct focused advertisements that are delivered both in print and soft copy.**  
**Remember: IPCA Journal has only 4 Advertisement Slots and hence the advertisement are not lost in crowd but are noticed and have magnificent readership. IPCA Journal is a Quarterly Newsletter.**

**Don't miss the opportunity to reach out to a very focused Readership!**



Visit: <http://www.ipcaonline.com/journal.html>

**NOTE: Charges for 4 issues - Advance Payment Fees - Inclusive of Service Tax**

**BACK PAGE** Rs. 40,000 **One slot available**  
**FULL COLOUR PAGE** Rs. 32,000 **Four slots available**

Kindly issue the cheque in favour of “Indian Paint & Coating Association”. Send us your advertisement matter in CDR/High Resolution JPEG format in a DVD/CD duly marked and labeled. Else, send us a DROPBOX Link to the file. Email us at [info@ipcaonline.com](mailto:info@ipcaonline.com)



# The Law of Association

**You become like the 5 people you spend the most time with!**

I have been a pretty vocal advocate of the “The Law of Association”. Right from Aristotle to Robin Sharma have stressed upon the importance of knowing this law for growth. We are only as good as the people we surround ourselves with. Lets see what it professes.

*To create world class results you absolutely must spend time with people whose lives you want to be living. Science has proven that “Mindsets & Emotions are Contagious”. If you hang out with energy vampires, B or C Players, people resigning themselves to mediocrity, you start thinking, feeling, behaving, operating and producing just like them. But when you make the choice to associate with “Elite Performers” those who are living world class lives, have risen to the 0.01% Financially, are Super Healthy and are seriously good human beings....their way of thinking, doing and performing start to “Unconsciously become your ways”.*

**The Law of Association also ensures that:**

- #1. Your income generally is the median income of the 10 people you spend most of your time with.**
- #2. Your levels of motivation will look A LOT like the motivation of the people in your social circle.**
- #3. Your ability to execute on your goals and deliver results on your dreams will be a lot like the execution intelligence of your friends and associates.**
- #4. Your lifestyle will reflect the lifestyles of the people who populate your life.**
- #5. And your overall beliefs and happiness levels are definitely a mirror of the beliefs of those you associate with most of the time.**

**SO**

***So my strong encouragement is to take a good hard look at who you associate with. Starting today, my strong and respectful encouragement is that you have the guts to clean out associations that are toxic, limiting and demotivating...***

***Your productivity, wealth, fitness mindset and family life will transform when you get this one thing flawlessly done***

**Compiled by Jatin Aggarwal**

Excerpts taken from various articles of wisdom and quotes.

60 years  
of unmatched  
Dedication to serve  
Better



## Leading Supplier to Paint & Ink Industry

### DISTRIBUTORS AND MARKETING AGENTS

- DCW Ltd.
- The Andhra Petrochemicals Ltd.
- Cargill Foods India Ltd.
- Heubach Colour Pvt. Ltd.
- JOCIL Ltd.
- Akross Synthetics Pvt. Ltd.
- ADI Finechem Ltd.
- Ideal Chemiplast Pvt. Ltd.
- Cardolite
- Shatabdi Chemicals Pvt. Ltd.
- Kumar Rotoflex Pvt. Ltd.
- Kalpyog Chemicals Pvt. Ltd.
- The Andhra Sugar Ltd.
- Borax Morarji Ltd.
- Transpek-Silox Industry Ltd.

### **BANSAL TRADING COMPANY ALA EXIM PRIVATE LIMITED**

605, 6th Floor, NDM-1, Netaji Subhash Place, Pitampura, New Delhi - 110034, INDIA  
T: +91-11-45086666, 43658822  
E: [btc@bansaltrading.com](mailto:btc@bansaltrading.com) | W: [www.chem-india.com](http://www.chem-india.com), [www.pudispersions.com](http://www.pudispersions.com)



TSA  
TPA  
Alkyd  
Amino  
Hard Resins  
Acrylic Polyol  
Single Pack PU  
Liquid Polyester  
Acrylated Alkyds  
Tailor made products for  
Decorative & Industrial Coatings

## AKROSS SYNTHETICS P. LTD.

Plant; P-4/1, Site-B, Surajpur Industrial Area,  
Greater Noida-201306  
Phone;-0120 6450004  
Email:- akrosyn@vsnl.net, sales@akross-synthetics.com  
Website:- www.akross-synthetics.com